

Dillard College of Business Administration

Syllabus: Foundations for the MBA
BUAD 5006, Section X20
Spring 2024

CONTACT INFORMATION:

Instructor: Dr. John E. Martinez
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Office Hours: 10:00 am to 11:00 am Tuesday -- Thursday
2:30 pm to 4:30 pm on Wednesday or by appointment.

Instructor self-introduction

Dr. John E. Martinez completed his undergraduate degree in Economics at the University of Texas (Austin) and his Ph.D. in Economics from the University of Oklahoma (Norman). Since 1973, he has been continuously employed at the college level where he has taught a variety of economics and business-related courses. Since 1997, he has been a full-professor in the Dillard College of Business at Midwestern State University (MSU) where he has taught courses in both economics and statistics.

For the 1993-94 academic year, he was given CU's distinguished Professor of the Year award. In 2006, Martinez was honored by MSU for teaching excellence and service to the university and in 2012 he was named MSU's Hardin Professor. The 'Hardin Professor' award is the highest honor bestowed upon a faculty member at the university each year. The Hardin Foundation for Wichita County established the annual award in 1962 for a member of the MSU faculty whose teaching and research of the preceding 12 months has brought distinction to the faculty member and the institution.

Supporting Instructors:

If you have questions on the modules' materials, please contact the corresponding instructor:

1. Accounting: Dr. Catherine Gaharan at catherine.gaharan@msutexas.edu
2. Business Statistics: Dr. John Martinez at john.martinez@msutexas.edu
3. Economics: Dr. Pablo A. Garcia-Fuentes at pablo.fuentes@msutexas.edu
4. Finance: Dr. Qian Li at qian.li@msutexas.edu
5. Management: Dr. Shih Yung Chou at shihyung.chou@msutexas.edu
6. Management Information System: Dr. Grace Zhang at grace.zhang@msutexas.edu
7. Marketing: Dr. Ashok Bhattarai at ashok.bhattarai@msutexas.edu

Required Course Materials

1. Lecture notes and other additional materials will be provided on Desire2Learn (D2L).
2. D2L access to all course-related activities.

Copyright

The class materials associated with this course are provided to facilitate student learning and are protected by the United States copyright laws. Dissemination or sale of the class material (including the World Wide Web) is not permitted. The class material is only available to students enrolled in the course that requires the use of the corresponding textbook. Students should abide by these restrictions.

Recommended but NOT Required Materials

Accounting: Financial and Managerial Accounting by Warren, Jones, and Tayer.

Business Statistics: Statistics for Business and Economics by Anderson, Sweeney, and Williams

Economics: Modern Principles of Micro and Macroeconomics by Cowen and Tabarrok.

Finance: Finance: Applications and Theory by Cornett, Adair, and Nofsinger

Management: None

Management Information System: Using MIS by Kroenke and Boyle

Marketing: MKTG 12th by Lamb, Hair, and McDaniel

Course Description

The course provides graduate-level prologue to the accounting, statistics, economics, finance, marketing, management, and management information systems foundations built upon during subsequent graduate classes.

Course Prerequisite

Consent of the Graduate Coordinator.

Learning Goals

1. General Learning Goals:

- Our students will integrate knowledge across business disciplines. Course builds a proper foundation for further study of the functional areas.
- Our students will produce creative responses to business situations. Our graduates will demonstrate the capability to critically analyze business situations and develop creative solutions to opportunities and problems. This course focuses more on the analytical foundations.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

2. Course-Specific Learning Goals

After completing this course, students should be able to:

- Understand the accounting principles that form the foundation of an MBA.
- Understand the statistical methods that form the foundation of an MBA.
- Understand the economic principles that form the foundation of an MBA.
- Understand the financial principles that form the foundation of an MBA.
- Understand the management information systems principles that form the foundation of an MBA.
- Understand the marketing principles that form the foundation of an MBA.
- Understand the organizational behavior principles that form the foundation of an MBA.

Teaching Method

Given that this is an online course, the course starts on 01/17/2023 and ends on 05/11/2023 as suggested by the 2022-2023 spring academic calendar. The student must do a module every two weeks as suggested by the course outline below. In addition, the student must submit a Module Exam every two weeks. The student is responsible for studying the assigned module and additional class material. Class modules and related materials will be posted on D2L. The student can ask questions on any point that is not understood. In this class, you will use the internet to access the class material posted on D2L. The week starts on Monday and ends on Sunday.

Course Policies

Attendance Policy:

Attendance will be checked based on module exam submissions and on student accessing the course on D2L. Students must submit all assignments (attend all scheduled classes) for this course given the university attendance policy. Missing two-module exams during the semester is considered excessive by the instructor, so students who reach this level of missed exams will be dropped by the instructor with a grade of “F” given the university attendance policy, as shown in the Student Handbook and Activities Calendar which may be found at [Handbook](#).

Graduate Course:

BUAD 5006 5113 is a graduate course and students are treated as graduate students and managers. This is different from being an undergraduate student. Therefore, students must comply with the course policies.

Correspondence:

All correspondence regarding class issues must be conducted in person or by email using your Midwestern State University (MSU) email only. I will not return answers to questions to other email accounts. Grades will be posted on D2L and MSU Banner. I will not discuss grades or class standing over the phone or by emails. Since email is often the most convenient means of communication, it is recommended that students use and regularly monitor their MSU email account. Grades will not be transmitted electronically (e.g., emails).

I suggest that you link your D2L email with your MSU email, so the messages sent through D2L will be forwarded to your MSU email. To do this,

- Log in to D2L.
- Click on your name on the right upper corner of the screen.

- Click on “account settings”.
- Click on “email”.
- Check “Forwarding incoming messages to an alternate email account” and enter your email in the box.
- Click on “save and close”.

Webcams:

This course requires students to have access to a web cam.

Missed Examination Policy:

Since this is an Internet course and an ample window of time will be provided in which to take exams. *There is no provision for late submittals in this course.* Students are required to monitor their pace so that they complete the required course work prior to the course deadlines.

Grading and Evaluation: Student's performance will be assessed using the following elements.

1. Module Exams: There are 7 modules in this course. Each module has its own module exam. A passing rate of 70% or better is REQUIRED for EACH module exam to pass the course. Students will be allowed to have a second attempt on each exam if the first attempt is not successful. You will have 120 minutes to complete an attempt.
2. At the end of the semester, if you have passed four or more modules, you will be given the opportunity to complete the remaining modules before the next semester starts.
3. If you have only passed three or less modules by the end of the semester, you will need to retake the course in the next semester before you can register for any MBA courses.
4. BUAD 5006 would be graded as Pass/Fail (Credit/No Credit)

Academic Integrity

Regarding academic honesty, students are referred to the “Student Honor Creed” and “Academic Dishonesty Policies and Procedures” in the Student Handbook, *which may be found at [Handbook](#).*

Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. This is an online course and requires a high level of commitment to integrity in completing exams. All work is expected to be done individually unless stated otherwise. Sharing computer files for any purpose in assisting another student is considered a violation of academic integrity for BOTH students.

Americans with Disabilities Act

If a student has an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. Please refer to the details in Midwestern State University Graduate Catalog.

Campus Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are

appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at Campus Carry. If you have questions or concerns, please contact MSU Chief of Police Patrick Coggins at patrick.coggins@mwsu.edu.

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. It is only a guide. It is not a contract. Syllabus changes will be communicated by notification on D2L and may or may not result in document changes. It is the student's sole responsibility to find out from the home page, other students, or the instructor, if anything affecting the course requirements has changed. Check every day! It is not the instructor's responsibility to individually inform students of changes.

Outline of the course and content

BUAD 5006-X20

Spring 2023

(Subject to changes and additional readings)

Week and dates	Module	Topic
Week 1, 2 (Jan 17, 29)	Business Finance	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, practice problems, etc.) Module Exam (2 attempts), due 1/30, 11:59pm.
Week 3, 4 (Jan 30, Feb 12)	Business and Economic Statistics	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, etc.) Module Exam (2 attempts), due 2/13, 11:59pm.
Week 5, 6 (Feb 13, 26)	Macroeconomics and Microeconomics	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, etc.) Module Exam (2 attempts), due 2/27, 11:59pm.
Week 7, 8 (Feb 27, Mar 12)	Financial and Managerial Accounting	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, etc.) Module Exam (2 attempts), due 3/13, 11:59pm.
Week 9 (Mar 13-18)	NA	Spring Break
Week 10, 11 (Mar 20, Apr 2)	Management	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, etc.) Module Exam (2 attempts), due 4/3, 11:59pm.
Mar 27, 2023	NA	Last day for “W” at 4:00pm. Drops after this deadline receive an “F”
Week 12, 13 (Apr 3, 16)	Management Information Systems	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, practice problems, etc.) Module Exam (2 attempts), due 4/17, 11:59pm.
Week 14, 15 (Apr 17, 30)	Marketing	Module Introduction and Guidelines Module Content Materials (slides, text, notes, videos, practice problems, etc.) Module Exam (2 attempts), due 5/1, 11:59pm.

Note: The instructor can change the exam dates and location if it is necessary.